

**Tourism Board Meeting
December 8, 2005
City Hall Conference Room**

Board Members Present: Anil Patel, Wayne Oakes, Lawrence McFall, Jimmy Farlow, Sarah Latham, Tim Mantooth and Laurie Moran

Board Members Absent: Phil Mays and Dale Castiglione

Others in attendance: Bill Sgrinia and Rosalee Maxwell

Lawrence McFall called the meeting to order.

Jimmy Farlow moved to approve the minutes for November, and Sarah Latham seconded. The motion carried.

Committee Reports:

Communications Committee: The 2005 goals were reviewed and will be revised for 2006 at the January 11, 2006, meeting. Discussion involved past successes, Jamestown 2006 Sail, advertising venues and Travel South Showcase.

Historical Committee: There is no new report at this time.

Hotel & Attraction Committee: Danville has been in the media lately with articles in the December issue of *Virginia Living* and on www.oldhouseweb.com. Danville NCBT is exploring the opportunity to add a Tourism & Hospitality program (1 year degree). Please email Cyndee Perdue Moore at cmoore@ncbt.edu with comments and support. Danville's Old 97 Rail Days will be September 23-24, 2006; new for 2006 will be a Bluegrass Festival, Brunswick Stew Cook-Off, more children's activities and motorcycle parade and show. Letters of support for the Southside Virginia on the Move Partnership (Jamestown 2006 Sail) to receive funds from the Tobacco Commission are needed asap. Please send them to Julie Allen's attention at the Danville Tourism Division, 645 River Park Drive, Danville, VA 24540. The confirmed partners are Bedford Tourism, Halifax County Tourism, Clarksville, Martinsville-Henry County Economic Development Corp (Tourism), VIR, Berry Hill Plantation Resort, Virginia Tech and Danville Tourism Division. The first meeting of the Southside Virginia Route 58 Tourism Partnership, scheduled for December 5 in Clarksville, was postponed due to weather. The meeting will be rescheduled in January.

Restaurant Committee: There is no new report at this time. The next meeting is December 14.

Old Business –

- Mural update: Cyndee Perdue Moore hosted a "Meet the Mural Artist" function where Danville Harvest Jubilee presented a \$5,000 sponsorship check for the murals. Wes Harden is currently working on the Old 97 mural and photos are being taken twice weekly to show the progress. Bill Sgrinia suggested a photo display be placed on the City's new tv channel.
- Rugby tournaments update: Bids have been sent for three USA Rugby South tournaments; the City has already been awarded at least three others.
- Lawrence McFall thanked Phil Mays for providing accommodations for the speaker during the dedication of the Veterans Memorial.

New Business –

- Lawrence McFall discussed the goals that were set in 2003 by the first tourism board. He requested that the current board review the past goals, make recommendations for revision if needed and decide “where do we want to be as a board and where should Danville be.” Laurie Moran agreed to facilitate. March 2006 was set as a good time to have a longer meeting and to work on them.
- Laurie Moran shared information about the chamber’s “It’s All Here” campaign. The chamber is working on the 2006 quality of life piece and plans to include a feature story on the Crossing.
- Bill Sgrinia announced that bids have been received for paving the next section of the Riverwalk Trail and the fencing will be constructed shortly.
- Rosalee Maxwell shared that plans are underway for the 2006 events – Festival in the Park, Harvest Jubilee, etc.
- Jimmy Farlow is working diligently on the retirement village off Route 29B and will have more information to share very soon.
- Wayne Oakes has met the new owners of Bumpa’s restaurant, which should be open prior to the holidays.
- Julie Allen will be the first recipient of Virginia Hospitality and Travel Association’s Golden Pineapple Award at the December quarterly meeting.
- Our condolences go to Anil Patel – his father passed away recently in India.
- Anil Patel opened a discussion about the Transportation Department’s Reserve a Ride brochure and how the pictures were chosen. Rosalee Maxwell explained that it is not a Tourism Division piece; however, the staff thought the pictures were probably chosen to be representative of the places that could be serviced by the Reserve a Ride program.
- Upcoming events: Dec 9 – Songs of the Season (The General Assembly Chorus presented by the Danville Sertoma Club), “The Dinner Party (Little Theatre of Danville); The Music of Christmas (Danville Area Choral Arts Society); Dec 10 – Holiday Traditions (Downtown Danville), Ballou Tree Lighting & Candy Cane Hunt, A Traditional Christmas (Danville Symphony Orchestra), “The Dinner Party (Little Theatre of Danville); Dec 11 – 33rd Annual Holiday Tour (Danville Historical Society), “The Dinner Party (Little Theatre of Danville)

Meeting adjourned.

Please note the date and location change: The next Tourism Board meeting will be held on January 19, 2006 at 3:30 p.m. in the Parks, Recreation & Tourism Conference Room, 4th Floor, 125 Floyd Street (corner of Floyd and Spring Street).